Synopsis on

Study of Impact of Technology on the youth of Selected Villages in India

In the Subject

Sociology

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY - [JVWU],

JAIPUR, RAJASTHAN

SUBMITTED BY:
Prem Kishore Bera
JVR-II/21/9612

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY - [JVWU],
JAIPUR, RAJASTHAN

Introduction

Social media is social interaction among the people in which they create, share or exchange pictures, ideas, views in virtual communities and networks. It is the use of web-based media to have an interactive dialogue. The social media is increasing the democratic participation and it allows people to keep in touch with friends, family and communities. At the same time social media is changing the way in which people interact with others through social networking sites people are more connected with the other but at the same time it is making the people more isolated and creating a new sub-culture.10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a *constantly connected society*.

Talk if 'real world vs. online world' or 'real world vs. virtual world' is mistaken. The online world is *real*. It has meaning for the young people who use it, and increasingly physical and virtual and woven together. But when a technology is developed, you cannot always predict how people will use it. Often young people are involved in 'technology appropriation' - taking social media tools and using them in new ways, developing and experimenting with new forms of communication using the tools available to them. The impact of social media is not equally spread across all young people. Some young people lack direct, regular access to the internet. Others may have literacy or skills issues which prevent them from participating fully in mainstream social media spaces. However, as social media brings about changes in society - it does impact upon all young people. Where young people have limited access to technology their 'digital exclusion' may add to 'social exclusion'.

Now days computers are being used in every field of life including education. Home computers are used for playing videogames at home. The doctor diagnoses diseases with cent percent accuracy with the help of the computers. Even in the big hospitals computers are being used for installing the management system. Sonography, scanning and inner body testing can be made easier with the help of computers. In the production of architectural design, models of buildings and to get the hard copy of printing, computers help a lot. They are also used in research work in various areas of economic, population growth studies, family planning, Psychology and others. Computers are playing a vital role in composing music and generating the actual sound of instruments and voice of human beings.

The computers are used for educational and managerial purposes when we talk about computer education it is known literacy. It is defined as the knowledge and ability to use computers and related technology efficiently, with a range of skills covering levels from elementary use to programming and advanced problem solving. Computer literacy can also refer to the comfort level someone has with using computer can excess programs and other applications that are associated with computers. Another valuable component of computer literacy is knowing how to operate computers and its applications. Having basic computer skills is a significant asset in the developed countries.

The precise definition of "computer literacy" can vary from group to group. Generally, literate (in the realm of books) connotes one who can read any arbitrary book in their native language, looking up new words as they are exposed to them. Likewise, an experienced computer professional may consider the ability to self-teach (i.e. to learn arbitrary new programs or tasks as they are encountered) to be central to computer literacy. In common discourse, however, "computer literate" often connotes little more than the ability to use several very specific applications (usually Microsoft Word, Microsoft Internet Explorer, and Microsoft Outlook) for certain very well-defined simple tasks, largely by rote. (This is analogous to a child claiming that they "can read" because they have rote-memorized several small children's books. Real problems can arise when such a "computer literate" person encounters a new program for the first time, and large degrees of "hand-holding" will likely be required.) Being "literate" and "functional" are generally taken to mean the same thing. .They are also used for drilling and practicing tutorials by the students. They are used for simulation and instructional games, pen pencils and brushes are now being replaced by specialized drawing institution. They can be used for many allied jobs that are to be carried on every day. Though modern society is being more and more dependent on information technology in general ,there is need to develop self study device which can supplement the class room teaching so Moggery (1993) said that the challenges and problems faced by the modern educational system can be changed with the help of computers.

Emergence of the problem

As we know that in the modern age we cannot do any work in proper way without computer knowledge and awareness in education and social field. So we have to make some effort to develop some programs by which students or children can learn themselves. When the researcher came to know about Hole in the Wall program, he made some efforts to know more about this and visited this experiment in the medical camp. Inspired by the above mentioned program of computer literacy for village children the researcher thought to study the effect of this program on the various cognitive and non cognitive attributes of children. In the favor of his insight the researcher reviewed the literature and found the following studies related to computer education.

Significance of study

In today’s world the youth is the one who changes their mind frequently over various issues. They develop positive or negative thinking by getting influenced with social media. Youth considers themselves active in society as being part of social media. The social media featured with many different pages, issues, comments of personalities on what is going around the globe and also with some anti -social and abusive stuff. These elements of social media on one hand make the youth aware about the scenario of their nation and world but on the hand also deviates them from their intellectual thinking and to follow an unwanted path blindly. And in a country like India where majority of population is youth which can also be called as youth population. I have closely observed that there is a new sub-culture which is developing among them, as I am a part of this sub-culture. And social media plays a vital role in developing this subculture.

The future of this country is largely depended on this youth population. So, the study of this sub-culture is of great significance as it would help in determining the changing life-styles and behavioral patterns among the youth population. And the way it would affect the society at large.

Justification of the problem

In the present age we see that the technology is playing an important role in every sector of our life so we have to give the high wattage to those learning strategies which can make a marvelous effect on the learning process of the students. In foreign country a lot of work is being done to improve the condition of education system. As far as India is concerned, very little work has been done in the field of computer education. Work regarding to the computer in education is still in experimental stage. In order to extend computer literacy program and to appear a background for instruction of elective computer courses at the high level, in various stages many secondary schools have been equipped with computer sets with the active assistance of Govt. of India and other agencies like I.I.T. Many facilities are provided for necessary training of advanced training to the teachers, with a view that in turn , they would provide computer training to the students in their respective schools. In this field I.I.T Delhi started 'Hole in the wall Program' and this program is also being done in DEI along with the medical camp on Sundays for village students. The researcher visited the camp which gave insight the researcher to do some efforts to know the effect on cognitive and non cognitive variables on the village students and the usefulness of this program. After that the researcher studied many studies related to the computer literacy program and found that Many researches that have been conducted, in this field does not show the effect of computer literacy on cognitive and non cognitive variables. So the researcher is motivated to study the effect of 'Hole in the wall' experiment of computer literacy on attitude of village students towards using cyber resources, level of consciousness and social awareness.

Definition of the terms used

Cyber

"Cyber" is a prefix used to describe a person, thing, or idea as part of the computer and information age. In the present study cyber will be used as a resource by which the students can get some knowledge through computer.

Computer literacy

It is defined as the knowledge and ability to use computers, related technology
efficiently, with a range of skills covering levels from elementary use to programming and advanced problem solving. In the study by computer literacy, I mean what we adults define

as computer literacy: The ability to use the mouse, to point, to drag, to drop, to copy, and to browse the Internet. So the researcher will provide M.S. Office and internet on the provided computers to operate the functions of M.S. office and internet according to their interest.

Consciousness (awareness)

The term is impossible to define except in terms that are unintelligible without a grasp of what consciousness means. Many fall into the trap of equating consciousness with self consciousness. It is only necessary to be aware of the external world. Consciousness is a fascinating but elusive phenomenon: it is impossible to specify what it is, what it does, or why it has evolved. But in general we can say that consciousness is awareness, aware to know that you know. It is composite of feelings, thoughts, and emotions in various dimensions

Social awareness

Social awareness is the active process of seeking out information about what is happening in the communities around us. A greater awareness of social norms and problems leads to better understanding and better solutions. In education system the schools are called the small society because values of the society are developed in the schools. When we asked the question what are the values of the society which are developed in the behavior of the students, we are compelled to think
about the awareness because in the schools we developed the awareness in the form of values. When they enter in the real society, they want to be more awarded with world. The main motive of this experiment is to provide the new way to be awarded themselves.

Objectives of the study

- To study the village student's attitude towards using cyber resources.
- To study the level of consciousness of village students.
- To study the social awareness of village students.
- To study the effect of computer literacy program on social awareness of village students.
- To identify the extent of usage of social media amongst the youth of Indian villages.
- To analyse the social and psychological impact of Social media on its user
- To understand the role of social media in transforming the opinion of youth on various social institutions family, marriage

REVIEW OF LITERATURE

Rivers(1964) Opines that mass media is emphasized on entertainment now and ignores the information aspect. But he also argues that mass media have an important role in modern democratic society as the main channel of communication. The population relies

on the news media as the main source of information and on the basis of which they form their opinions and voting decisions. He viewed that any selection of messages in the mass media will thus have a profound effect on the entire society. The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The printed media have problems competing with the electronic media as sources of news. In order to survive, they are increasingly turning to other strategies such as entertainment, titillation, scandal mongering, and spreading fear – and spending fewer resources on serious researching of news. This is not only about the survival of the fittest of the news media; it is also about cultural selection and political selection. The news media are the most important channels for the propagation of culture, ideas, and opinions.

Most opinion formation takes place when people sit and watch news and debates on television. Analysing the cultural selection in the electronic information society, we find that an important part of the selection lies in the choice between TV channels. The electronic media are first and foremost pacifying. It is a relaxation machine, and the viewer wants to be entertained. The faces on the screen are not chosen for their opinions but for their entertainment value. TV stations do not compete on ideologies but on sense impressions. An extreme example is music videos, satiated with fast changing sense impressions in sound as well as in pictures. He argued that media influences the people's opinions. People tend to selectively read what they already agree with and to rationalize their preformed opinions in the face of contrary arguments. Experimental evidence seems to indicate that the mass media have little power to change people's opinions on issues for which they already have formed a strong opinion, but they have a profound influence when it comes to setting the agenda and priming people on new issues. The way an issue is framed determines how it is discussed, which causes a social problem is blamed on, and which of the possible remedies are entered into the discussion.

Thornton (1995)opines that now the life of youth totally revolves around the clubs and the raves. She calls it as 'club culture'. She analysed that for youth the dance club is the new social hub now. The sense of place afforded by these events is such that regular attendant take on the name of places they frequent, becoming 'clubbers' and 'rovers'. Club cultures are the 'taste cultures'. Club crowds generally congregate on the basis of their shared taste of music, their consumption of common media and most importantly their preference for people with similar taste to themselves. Thornton coins the term 'subcultural capital' to make sense of the distinctions made by 'cool' youth, paying particular attention to their disparagement of the 'mainstream' against which they measure their alternative cultural worth. Without adult overheads like mortgages, pension plans and insurance policies youth are free to spend on goods like clothes, music, drink and drugs which form the nexus of adolescent gregariousness outside the home. Her work is innovative contribution to the study of popular culture. Focusing on the youth cultures that revolve around dance clubs and raves, she highlighted the values of authenticity and hipness and explores the complex hierarchies that emerge within the domain of popular culture. Using a rich combination of methods, She painted a picture of club cultures as 'taste cultures' brought together by micro–media (like flyers and listings), transformed into self–conscious 'subcultures' by niche media (like the music and style press), and sometimes recast as 'movements' with the

aid of mass media (like tabloid newspaper front pages). She also analyses the changing status of the medium of recording, from a marginal second–class entertainment in the 1950s to the much celebrated, dominant form of clubs and raves in the 1990s.She used a variety of case studies and related it with the club culture. She advocated that the lives of the youth totally revolves around clubs now and they are not at all interested in the outside world but this is not the total condition now because in rural areas where the people cannot even afford the basic necessities of life there how they will afford the club expenses. She has only talked about the urban youth and the youth which is rich enough to afford the club expenses and she ignored the backward youth sections of the society.

Raghvan (1996) opines that mass media impacts the youth in almost every field. He also focused on the positive and negative impact of media. He presented a survey of the origin and growth of the mass media in India, as part of the country's political economy, before and after independence. It is a critical assessment of the present media scene including the findings of the first-ever country-wide survey of the social effects of the media, especially TV, conducted by the Centre for Media Studies during 1994-95; and recommended future that includes in the case of Akasvani and Doordarshan. He concluded that media is very useful in providing information the public.

Luhmann (2000) opinions that the role of mass media in the construction of social reality is so immense that people have started living in their virtual world. He argued that the system of mass media is a set of recursive, self referential programs of communication, whose functions are not determined by the external values of truthfulness, objectivity, or knowledge, nor by specific social interests or political directives. Rather, he contends that the system of mass media is regulated by the internal code information, which enables the system to select its information (news) from its own environment and to communicate this information in accordance with its own reflexive criteria. Despite its self-referential quality, he describes the mass media as one of the key cognitive systems of modern society, by means of which society constructs the illusion of its own reality. The reality
of mass media, he argues, allows societies to process information without destabilizing social roles or overburdening social actors. It forms a broad reservoir (memory) of options for the future coordination of action, and it provides parameters for the stabilization of political reproduction of society, as it produces a continuous self-description of the world around which modern society can orient itself. He concluded that the theory of communication in which communication is seen not as the act of a particular consciousness, nor the medium of integrative social norms, but merely the technical codes through which systemic operations arrange and perpetuate themselves.

Rampal(2001) opines that media influences the youth in many ways .The east access to international media leads to the diffusion of cultural values and ideas .Now the Indian youth is also watching the Hollywood movies and accessing the videos which has got American content and due to which the Indian youth gets influenced by it and starts adopting these values and culture. He argues that the easy access to technology and media has created a digital divide in the society .This is the age of ‘world wide web’, twenty-four hour cable news channel. He concluded that the growing media has divided the society into

haves and the have nots. Haves are those who have easy access to the technology and have nots are those who do not have easy access to technology.

Prasad(2002) opines that all the forms of mass media such as print media, electronic media and social media plays an important role in the path of development. He gave the example of awareness among the people about HIV/AIDS that how the people are now aware about the fact that HIV/AIDS does not spread through touching or talking with the person who is suffering from the disease. He viewed that apart from media public discussion can also play an important role in the path of development. For example, an open discussion of sexual conduct, expectations and appropriate behavior may not be acceptable in a society where strict gender roles and physician segregation of sexes are maintained .Open discussion may also be limited to others of the same social and education level, which will also limit the nature of the format. He also argued that the various forms of other types of media can also be very helpful in bringing about development in the society. The other forms of media are *Stage drama, puppetshow, Streetplay, Audio-visual media, hoardings and posters, exhibition set and cassettes etc.* He also viewed that the Print media is used in promotion of AIDS awareness in the form of stickers. notices, pamphlets, booklets and calendars. They are distributed or pasted in villages at common places where people congregate. They provide additional channels of AIDS education .He concluded that Communication and Mass media plays an important role and in order to achieve more development infrastructural development for mass media such as T.V., Print media should be done. But he did not focus on the ways by which TV should be improved. Nowadays T.V. is only accessible to the rich and middle class people and most of the economically backward sections that constitute a majority do not have sufficient access to this powerful medium.

Jain(2005)opines that mediaization influences positively or negatively on the life styles of youth in particular and changes the norms, values and role structures of society. She also viewed that issues of modernization, gender-issues, nation-building, sociocultural dimensions in family welfare and violence against women
and aged are also under the impact of globalization. Various factors which influence the degree of modernization such as educational, economic factors, mass-media etc. have been co-related with the aspirations in the light of organization role stress and job satisfaction. She concluded that in order to face new challenges and to adapt to the uses of new technology, one needs to get involved in active learning and creativity in a new form which also requires mechanisms to seek avenues for voluntarism and intergenerational activities.

Mahajan (2006) opines that Globalisation is a complex phenomenon and due to which the world has become global village and globalisation affects the various aspects of our society such as political, social, economic and religious. Due to globalisation the media has also globalised now. Globalisation brings new technology, it may either increase employment opportunities or more likely reduce employment. Globalisation has led to easy access to all types of media. Youth is under the impact of modern life-styles, professional ambitions, and unrealistic expectations. Commitment for marriage is disappearing as a result of modernisation in India now. He argued that impact of media has led to consumerism and

has changed the fabric of contemporary Indian society. He concludes that the effect of media is so high on cultural values of youth who are already in a stage of identity crisis where they reject adult-authority. With the advent of satellite connections almost all the international news commercials, soap
operas and games can be seen.TV commercials and advertisements have influenced the buying habits of the youth.

Ashwani (2008) puts together the optimistic voices of techno idealists, critical social science perspectives on technology and a range of empirical material on the impact of Information and Communication Technologies (ICTs) on the lives of people. He traces these processes across urban and rural spaces of work, consumption, e-governance, and highlights the new kinds of social identities they are fostering in India. It opens up an arena for dialogue between activists, technologists, policy makers and academia on using ICTs for development.

He viewed the diffusion of ICTs in India primarily in the socio cultural realm. In responding to the pioneering voices of innovators in ICTs, he provides empirical and theoretical assessments and critiques of some of the important though often latent, premises that underlie these powerful initiatives.

Salkowitz (2010) opines that three forces are reshaping the world of the 21st century: youth, ICT and entrepreneurship, and he believes these intertwined forces will have some impact in the Western world, he expects them to completely remake business in less developed nations with populations that skew toward youth, including India, Vietnam, Nigeria, South Africa, Ghana, Mexico and Columbia. Tech-savvy twenty-something's with mobile devices in hand will figure out ways to serve base-of-the pyramid markets. He identifies an exciting new trend in global business and introduces us to a fresh young cast of entrepreneurs whose ideas are literally changing the world. It's a wake-up call for the old guard, a how to manual for forward-thinking organizations, and a call to arms for the new. He shows how tiny start-ups in India, Brazil and other nations whose populations trend young are building online businesses on investment shoestrings, collaborating with others in their cohort (often across borders) and creating innovative approaches to maximize minimal resources. The book will inspire the government, corporations, international organizations, and non-governmental agencies to seek fresh, market based initiatives to ensure that the entrepreneurial revolution continues without being derailed by special interests.

Kirsh(2010) Opines that media plays an important role in the development. He is of the opinion that media consoles such as T.V., Videogames, Computers should be not be there in children's bedroom because it keeps the children occupied. Media also impacts the academics of children. Media impacts the youth and children negatively. Media plays an extensive role in an individual's daily life. Right from the second we wake up till you go to bed after saying goodnight to our wife, kid, parents, siblings or friends, we are surrounded in a world built just for us by the media. With the advent of advanced technology, there has

been a drastic shift from the telegraph, and then the radio, newspapers, magazines and now to the most widely used- the internet.

Haryal (2011) opines that humans have now started getting so weird ,that people find it comfortable exchanging messages, writing on walls, scrapping on walls and chatting on social networking sites rather than meeting up people or even calling someone. The 'virtual world' is changing reality at a fast pace. He talks about the influence of social media on politics, journalism, recruitment etc. He believes that each time you update your status message or tweet; it creates an impression about you and forms an image in the mind of the reader. This is a continuous process and
slowly but steadily 'perceptions' emerge or get modified or change about a person or a firm by the way their social media presence is executed.

Subramanyam(2010) opines that digital tools play an important role in the lives of youth and presents both the risks and benefits of these new interactive technologies. From social networking to instant messaging to text messaging, the authors create an informative and relevant guidebook that goes beyond description to include developmental theory and implications. He clarifies that despite the widespread popularity of digital communication, technology use varies between groups globally. He also provides a refreshing focus on the positive aspects of the youth online media experience, as well as noting the many potential hazards. The book is infused with a strong developmental perspective that helps unite such disparate topics as cybersex, civic engagement, and game violence, among many others. The focus on three key developmental tasks of adolescence—sexuality, identity, and establishing intimate relationships—provides an effective organizing framework.

Hendrick(2012) provides a comprehensive and scholarly analysis of social media while combining both the implementation and the effect of social media in various environments, including educational settings, politics, legal and ethical issues. All chapters constitute original research while using various research methodologies for analysing and presenting significant information about social media. He explored the emerging role and impact of social media as they evolve. He has also discussed about the media ethics and the role of media in democracy.

Sharma(2012) opines that the blend of traditional folk media and electronic media can play reinforcing role and fulfill specific development objective. She concentrated mainly on the traditional folk media of Haryana in rural development. He viewed that use of folk media in its full potential would bring socio-economic change in society. But she also argued that the not all fork forms are flexible enough to be used for development. Only appropriate folk forms like *saang, ragini,* street theatre and secular folk songs can be used for propagation of development messages. The government and non-governmental organisations are playing crucial role in propagating the social message through folk media.

Saxena (2012) opines that conventional media is heavily dependent on capital and technology, which has created space for alternate media. He viewed that video can be used

as a tool for community development; film can be the forum for portraying the real face for Indian women. He analysed the effect on media content on the
development of various segments of society i.e., children, youth and women. He argued that role of media in formal and non-formal education and also contributes to women empowerment, even touching upon the issue of empowerment of fisherwomen. He also emphasised that media, particularly new media, social media and mobile media could contribute significantly to formal and imformal education. Media trends and technologies towards education have also been analysed. Since the introduction of television in our country in late 70's visual media becomes a very potential tool in informing the current news to the society, entertaining the people and shaping up of public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through blogs, website posts, Facebook and twitter like social media. Coupled with traditional print media all these audio video and social media caters to a richly diversified media industry in India. Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them. Media acted as a catalyst to government action compelling government to swing into action including suspending ministers and putting ministers into jail. Without media, the news of government schemes and benefits would have never reached the target audience. He concluded that media plays positive role in the society.

Murthy(2012) Opines that Twitter has become a household name, and plays an important role in national elections, natural disasters, and political movements, as well as for what some malign as narcissistic "chatter." He takes a critical step back from popular discourse and media coverage of Twitter, to present the first balanced, scholarly engagement of this popular medium. Murthy not only discusses Twitter's role in our political, economic, and social lives, but also draws a historical line between the telegraph and Twitter to reflect on changes in social communication over time. He examines Twitter as an emergent global communications medium and provides a theoretical framework for students, scholars, and tweeters to reflect critically on the impact of Twitter and the contemporary media environment. He used various case studies including citizen journalism, health, and national disasters. He concluded that twitter has numerous benefits such as it helps in staying connected with the world, people are informed about what is happening in the world.

Athique(2012) opines that rapid growth in the Indian media industries and the vibrancy of India's popular culture is making a working understanding of the Indian scene a prerequisite for any serious study of media in the twenty-first century. As one of the largest and most influential emerging economies in the world today, India now plays a crucial role in any serious discussion of social and economic change taking place at the global level. As new commercial and political alignments take shape in the face of new global circumstances, thinkers and decision-makers are inexorably drawn towards the reality of a new India being forged in the technological and cultural flux of global media flows. The author talks about the process of 'AMERCANIZATION' and 'GLOCALIZATION'. But only in cultural aspects he did not focused on other aspects of the society that are affected by media.

Apart from cultural aspects there are other fields also that are under the immense impact of media and which are capable enough to bring about change in the societal values of Indian society.

Geert(2012) opines that new media has reached a second phase of maturation, after Wiki Leaks and the Arab Spring demonstrated the politically crucial dimension of the Internet. This political shift is accompanied by growing criticism over corporations such as Facebook or Google, and a general concern about Net Neutrality and regulation of the Internet. In his words, "the friction-free days of a 'multi stakeholder' governance [of the Internet] are now over," and what comes next is a confusing struggle for the definition of the technological foundations of our society. He presented a comprehensive review of the state of the art of Net Criticism. He viewed that the main problems of social media are psychological confusion due to information overload, pervasive surveillance, impoverishment and fragmentation of public conversation, commoditization of social life, power concentration in techcompanies, and so on. Therefore, now that we have realized that the present state of social media is going in the opposite direction of the "public sphere" dreamed up by Habermas, and that complex mechanisms of governance are operating behind the walls and platforms of our virtual accounts, it is time to organize criticism in a constructive way, a way that is to find solutions and search for alternatives. He advocated a common effort to build and strengthen a humanistic perspective in the understanding and design of new media, in a context where pragmatic techno scientific approaches neglect social reasoning in favour of economic interests and libertarian positions. To such an end, we need to recover from the shocking flow of information produced by the real time paradigm, to overcome the rush of trying to catch up with the latest trend, and to regain the analytical and reflexive space that allows us to capture the main features of Net culture. He insisted that we need to focus on searching for central, key elements in order to develop strategic concepts that resist the rapid rhythm of changes. These central concepts should not be only analytical, but also performative in that they enable political, cultural, and social initiatives.

Method of the study

Experimental method of research will be used in present study. According to *John W. Best (2001),* **"***Experimental research is the description and analysis of what will be or what will occur under carefully controlled conditions."*
Experimental research provides for much control and therefore, establishes a systematic and logical association between manipulated factors and observed effects. The researcher defines a problem and purposes a tentative answer or hypothesis. The researcher tests the hypothesis and accepts or rejects in the light of the controlled variable relationship that he has observed. These assumptions are based upon the Law of the single variable.

Sample of the study

Sample of 50 students age group of 14 to 18 will be randomly selected in the mentioned villages of Nagaur District of Rajasthan

1.Village-Kathoti
2.Village-Jayal
3.village-Tarnau
4.Village-Fardod

In the sample the researcher will select 25 boys and 25 girls.

RESEARCH QUESTIONS

- What is the extent of usage of Social media?
- Does the extent of use vary amongst girls and boys?
- Does the extensive use of Social media affect the relationship/kinship bonds?
- What is the impact of Social media on the life style, aspirations, educational and other cultural factors?
- What is the role of Social media in forming/transforming opinion (public/personal)?
- What is the social and psychological impact of Social media on its user?

Tools used in the study

- Present study the researcher will use two standard and one self-made tool.
- Attitude towards using cyber resources scale.
- Level of consciousness scale.
- Self constructed social awareness scale will be used.

Tools for Data Collection

The following tools will be used for the purpose of the study:-

1) Interview Schedule

The respondents will be made to answer the questions put to them regarding the use of Social media.

2) Secondary sources

These sources help in providing certain information which may be difficult to obtain otherwise. Besides this sources also help in supplementing the information obtained through primary sources as well as providing guidelines to the investigator.

3) Observation

The people who are using Social media can also be observed.

Statistical techniques

In the present study the researcher will use descriptive and inferential statics.

Chapter Scheme

1) Introduction
4) Review of literature
5) Research Methodology
6) Findings & Data Analysis
7) Conclusion & Suggestions

BIBLIOGRAPHY

- Andhikari (1992), Development of computer aided instructional material on cell reproduction for class 6th ,Amerind Publihing house , New Delhi.
- Baars, B. J. (1988). A Cognitive theory of Consciousness. New York: Cambridge University Press.
- Bhardwaj Raj (1990),Development of computer aided instructional material in microbes for class 6th ,Shree publication and Distribution , New Delhi.
- Carol(1995), Study the effect of computer litracy of cognitive variables , Dissertation Abstract International, vol-7
- Devis Obidue (1995),Prepared a teaching model where the computers were used in the place of teachers, Prentence Hall of India, New Delhi.
- Georg, A (2007): The great comtinuum of consciousness,journal of NCERT, New Delhi.
- Mathur, Vineeta(2009), Grades of Consciousness: A system Prespective, journal of NCERT, New Delhi.
- Metha P.H. and Kanada,H.M. (1965): A survey of school guidance service, NCERT,New Delhi
- Progress of Radhaswami Satsang (Dayal bagh) and Satsang Institution (2002-2012),Anover view Radha Swami Satsang Dayal bagh , Agra . Setlla jocvin (1993), Study the impact of computer assisted learning material development on the topic the language of sets , Dissertation Abstract International Vol-7
- Rivers. (1964).*The Mass Media,* London: Harper & Row Publishers.
- Raghvan N.S. (1966).*Social effects of mass media in India,* New Delhi:Gyan Publishing House.
- Thorton.S. (1995).*Club Cultures: Music, Media and Subcultural Capital,*United Kingdom:Polity Press.
- Srinivas. M.N.(1995).*Social change in modern India,* Delhi: Orient black swan.
- Kumar.A. (1998).*Encyclopaedia of Mass Media and Communication,* New- Delhi: Anmol Publications Pvt. Ltd.
- Luhmann.N.(2000).*The reality of Mass Media,*UnitedStates:Stanford University Press.
- Rampal.K.(2001).*Media,sex,violenc,Drugs and the global village,* England: Rowman and littlefield publishers.
- Prasad.K.(2002).*Communication,modernisation and social development,* Delhi: B.R. Publishing Corporation.
- Jain.S.(2005).*Youth,Media and Social Change,*Jaipur:Sublime Publications.
- Mahajan.S.(2006).*Globalisation and Social change,*NewDelhi:Lotus Press.
- Saith. A. (2008).*ICTs and Indian social change*,NewDelhi:Sage publications.

- Choudhary.R.(2010).*Role of media in society,*NewDelhi:Mehra offset Press.
- Salkowitz. R.(2010).*Young world rising,* New Jersey*:*John Wiley & Sons
- Kirsh.S.(2010).*Media and Youth:A developmental perspective,*NewJersey:John Wiley & Sons.
- Subramanian. K.(2010).*The Digital Youth: the role of media in development,* New York: Springer science and business media.